# The media: internet and email

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

**Name:** _____ **Date:** _____

## 1 Match each digital communication term with its meaning.

| | | |
|---|---|---|
| 1 subject line | ____ | a linked sequence of messages on one topic |
| 2 recipient | ____ | b stop receiving messages from a mailing list |
| 3 carbon copy (CC) | ____ | c short description of an email's purpose |
| 4 blind carbon copy (BCC) | ____ | d hidden copy sent without showing addresses to others |
| 5 email thread | ____ | e person who receives a message |
| 6 hyperlink | ____ | f visible copy sent to an additional person |
| 7 browser tab | ____ | g clickable connection to another resource |
| 8 unsubscribe | ____ | h separate page open inside a web browser |

## 2 Complete the email and web collocations.

**BCC | CC | hyperlink | recipient | subject | tab | thread | unsubscribe**

**1** write a clear _____ line

**2** check every _____

**3** copy a manager in _____

**4** protect addresses with _____

**5** follow the email _____

**6** insert a _____

**7** open a new browser _____

**8** click _____

## 3 Choose the appropriate digital practice.

**1** A useful subject line is *Project meeting - 14 May / Hi*.

**2** Use *BCC / CC* when a large group should not see one another's addresses.

**3** Use *CC / unsubscribe* to keep a colleague visibly informed.

**4** Keep one topic in the same *email thread / browser tab*.

**5** Describe a hyperlink with *meaningful text / click here only*.

**6** Check every *recipient / password* before sending confidential information.

**7** Open another page in a new *browser tab / subject line*.

**8** Leave an unwanted mailing list by selecting *unsubscribe / reply all*.

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## 4 Complete the communication guide with words from the box.

**BCC | CC | hyperlink | recipient | subject line | tab | thread | unsubscribe**

Use a specific **1** _____ so readers can prioritise the message. Check each **2** _____ before sending. Add a colleague in **3** _____ when their awareness is relevant and use **4** _____ for a large private mailing list. Keep related replies in one **5** _____. Label every **6** _____ clearly. Open background material in another browser **7** _____. If a newsletter is no longer useful, choose **8** _____.

## 5 Read the text and answer the questions briefly.

**Email has an audience problem**

Forward, reply and reply all can move a message far beyond its original audience. A private comment may become part of a long thread, while BCC can protect addresses but also make participation less transparent. Good email practice is therefore not just grammar and politeness. It involves data minimisation: include only necessary recipients, attachments and personal details, and assume that any message may be stored or forwarded.

**1** Which three actions can expand an email's audience? ____

**2** What may happen to a private comment? _____

**3** What can BCC protect? _____

**4** What can BCC make less transparent? _____

**5** What does data minimisation mean here? _____

**6** What should writers assume about messages? _____

## 6 Rewrite to improve the digital message.

**1** Subject: Hello _____

**2** I sent all 80 addresses in CC. _____

**3** Click here to see the safety policy. _____

**4** I included everyone in reply all. _____

## OVER TO YOU

Write a **100-120 word** professional email sharing an online resource. Choose recipients carefully and explain the link and next action.

[ ] Use a precise subject line. [ ] Apply CC/BCC appropriately. [ ] Minimise unnecessary data.

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# ANSWER KEY

## 1 Digital communication terms

1 **c** 2 **e** 3 **f** 4 **d** 5 **a** 6 **g** 7 **h** 8 **b**

## 2 Email and web collocations

1 **subject** 2 **recipient** 3 **CC** 4 **BCC** 5 **thread** 6 **hyperlink** 7 **tab** 8 **unsubscribe**

## 3 Appropriate practices

1 **Project meeting - 14 May** 2 **BCC** 3 **CC** 4 **email thread**
5 **meaningful text** 6 **recipient** 7 **browser tab** 8 **unsubscribe**

## 4 Communication guide

1 **subject line** 2 **recipient** 3 **CC** 4 **BCC** 5 **thread** 6 **hyperlink** 7 **tab** 8 **unsubscribe**

## 5 Reading - suggested answers

1 Forward, reply and reply all. 2 It may enter a long thread. 3 Addresses. 4 Participation.
5 Include only necessary recipients, files and details. 6 They may be stored or forwarded.

## 6 Rewriting - possible answers

1 **Subject: Safety meeting - action by Friday.** 2 I protected addresses using **BCC**. 3 Read the **online safety policy**. 4 I replied only to **necessary recipients**.

**Over to you:** Answers will vary. Check audience, transparency and data minimisation.